

NOT A CONTRACT



U.S. AIR FORCE

UNITED STATES AIR FORCE TRADEMARK LICENSE APPLICATION

This is not a contract. You are **not authorized** to use USAF marks until: 1) you receive a fully executed Trademark License Agreement, 2) your products and graphics have been approved, and 3) you have provided our office with evidence of product liability insurance.

COMPANY INFORMATION

Company Name: _____

Other names used by business (subsidiaries, brands, DBAs, etc.): _____

Web Address: _____

Primary Address: _____

Street

City

State

Zip/Postal Code

Country

Telephone: _____ Fax: _____

Secondary Address:

Street

City

State

Zip/Postal Code

Country

Primary Contact: _____ Title: _____

Telephone: _____ Fax: _____ Email: _____

Secondary Contact: _____ Title: _____

Telephone: _____ Fax: _____ Email: _____

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State/Country of Incorporation or Organization: _____

Entity Type: ☐ Corporation ☐ Limited Liability Company
☐ Partnership ☐ Other

Top Competitors: _____

OWNER & MANAGEMENT INFORMATION

Principal Owners (complete name and business address): _____

Principal Management:

President: _____

Vice Presidents (s): _____

Licensing Director: _____

Sales Director: _____

Marketing Director: _____

Art Director: _____

Chief Financial Officer: _____

Years in business: _____

FINANCIAL INFORMATION

Bank Reference:

Branch: _____

Address: _____

Street

City

State

Zip/Postal Code

Country

Bank Contact: _____

Telephone Number: _____

D & B Number: _____ Most current D & B Rating: _____

Please include a copy of your most recent D & B report.

I am a small business owner and I do not have a D&B Rating ☐ Check box if applicable

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Credit rating or other credit references: _____

Does your company carry product liability insurance? ☐ Yes ☐ No

Carrier: _____ Individual and aggregate limit: _____

BUSINESS HISTORY

Company sales volume for most recent year: \$ _____

Company sales volume for previous year: \$ _____

**Start-up companies provide statement projecting total sales volume for the next twelve months.

Percent of dollar sales by distribution channel:

	<u>Percent of Current Sales Volume</u>	<u>Percent of Anticipate Sales for Air Force Acct.</u>	<u>Name of Leading Accounts</u>
Department Stores:	_____	_____	_____
Specialty Stores:	_____	_____	_____
Discount Stores:	_____	_____	_____
Catalog Sales:	_____	_____	_____
Toy Stores:	_____	_____	_____
Internet Web Sites:	_____	_____	_____
AAFES:	_____	_____	_____
Other (specify):	_____	_____	_____

LICENSING HISTORY

Does your company currently manufacture products under license? ☐ Yes ☐ No

If Yes, – Current primary licenses held:

License 1

Company: _____

Licensed Property: _____

Products: _____

Number of year's license held: _____ Royalty percentage: _____

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License 2

Company: _____

Licensed Property: _____

Products: _____

Number of year's license held: _____ Royalty percentage: _____

Has your company previously applied for a license with the U.S. Air Force or any other Department of Defense Agency? ☐ Yes ☐ No If yes, identify agency and property:

PROPOSED PRODUCT INFORMATION

Identify U.S. Air Force properties for which you are seeking a license: _____

Description of product(s) and estimated prices per unit for each product you seek a license:

Product	Estimated Wholesale Price	Estimated Retail Price

** Additional space available at the end of the application

Requested territory to be covered: _____

Requested term of license agreement: _____

Estimated gross wholesale dollar sales for products manufactured under the U.S. Air Force license: _____

Proposed annual minimum guarantee: _____

Proposed advance on royalties: _____

Proposed royalty structure: _____

Specify plans for distribution and sales i.e., retail accounts, AAFES, Direct mail and Internet: _____

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Desired date that the product will be available to the public: _____

Will the product(s) be used in conjunction with any other proprietary marks?

☐ Yes ☐ No If Yes, identify marks: _____

Please describe your quality control procedures: _____

Have any products you produced ever been involved in a product liability claim?

☐ No ☐ Yes If yes, please explain: _____

MARKETING AND MANUFACTURING INFORMATION

Proposed advertising budget for U.S. Air Force licensed products: _____

Describe any advertising, promotion materials, or programs you plan to use to market the U.S. Air Force products: _____

Will your company actually manufacture the product(s): ☐ Yes ☐ No

If yes, location of manufacturing plant (city/country): _____

If no, identify manufactures or subcontractors where the licensed products will be made:

Company: _____

Address: _____

Street

City

State

Zip/Postal Code

Country

Contact/Position: _____

Telephone Number: _____ E-mail: _____

Does the manufacturer or any sub-contractor use any child labor in the manufacturing process? ☐ Yes ☐ No *(If yes, attach details regarding working conditions and pay on a separate sheet of paper.)*

ADDITIONAL INFORMATION

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Please enclose any additional information you believe will help the U.S. Air Force evaluate your license request. This additional information should include but not be limited to providing the following:

- ☐ Non-returnable product samples of similar products to those proposed for evaluation of materials, quality and workmanship.
- ☐ Catalogs, brochures and promotional materials that display your company's products.
- ☐ Materials or drafts showing how your company proposes to use the U.S. Air Force license on products.
- ☐ Any other information that will help demonstrate your company's ability to successfully develop and market the proposed products.

PROSPECTIVE LICENSEE STATEMENT

The undersigned hereby affirms that answers to the above questions are true and complete, except where such question calls for estimates or projections, and that all questions have been answered in good faith and to the best of the applicant's knowledge.

Name and Title of individual supplying information: _____

Signature: _____ Date: _____

RETURN COMPLETE APPLICATION TO:

3rd Combat Camera Squadron
ATTN: AFPAA/Trademark and Licensing
1359 Tinker Street, Building 7362
Lackland AFB TX 78236-5619
trademark@us.af.mil

Additional Product Information

Product	Estimated Wholesale Price	Estimated Retail Price

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